## Claims

WHAT IS CLAIMED IS:

1. A method for installing a first software product on a computing device comprising:

> receiving a command from a user to install software on the computing device;

5 > accessing a storage medium having computer code necessary for installing a plurality of
>> software products on the computer including the first software product, the
>> computer code including a first portion that is used during the operation of each of
>> the plurality of software products after installation on the computer and a plurality
>> of different second portions, each second portion associated with a different one of
10 >> the plurality of software products and used during the operation of only its
>> associated different one of the plurality of software products;

> determining that the user is entitled to install the first software product; and

> installing on the computing device at least the first portion of computer code and only one
>> second portion of computer code, that second portion being the second portion of
15 >> computer code associated with the first software product.


2. The method of claim 1, wherein each of the plurality of software products is a distinct version
> of a software application, each version having distinct runtime behaviors, or a distinct
> installation, or both.

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3. The method of claim 1 wherein receiving comprises:

> receiving a command to execute an installer stored on the storage medium; and

> executing the installer.


25 4. The method of claim 1 wherein receiving comprises:

> receiving a command to execute an installer previously stored on the computing device;
>> and

> executing the installer.


30 5. The method of claim 1 wherein receiving comprises:

> receiving at a remote server via a network connection a command to execute an installer
>> on the remote server to install software on the computing device; and

> executing the installer.

6. The method of claim 1, wherein determining further comprises:

    requesting entitlement information from the user indicative of whether the user is entitled to install a software product;

5    receiving the entitlement information; and

    validating the entitlement information.

7. The method of claim 1 further comprising:

    providing at least one lookup table in a file on the storage medium, the look up table

10    associating each software product with information contained in packaging of the software product.

8. The method of claim 1, wherein installing further comprises:

    copying only that computer code necessary to install the first software product from the

15    storage medium to the computer.

9. The method of claim 1, wherein installing further comprises:

    writing data to a registry maintained on the computing device, the data specific to the first software product.

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10. A method for installing a first version of a software application on a computer comprising:

receiving a command from a user to install software on the computer;

accessing at least one data storage disc having computer code necessary for installing a plurality of versions of the software application on the computer including the first version, the computer code including a primary portion that is used during the operation of each of the plurality of versions after installation on the computer and a plurality of different version-specific portions, each version-specific portion associated with a different version of the software application and used during the operation of only its associated different version;

requesting a product key;

receiving the product key, the product key identifying the first version; and

installing the primary portion of computer code and only the version-specific portion of computer code associated with the first version.

11. The method of claim 10, wherein the at least one data storage disc includes a plurality of data storage discs and wherein accessing further comprises:

accessing at least two of the plurality of data storage discs.

12. The method of claim 10, wherein each version is distinct from the other versions and has distinct runtime behaviors, distinct installation behaviors, or both.

13. The method of claim 10 wherein receiving comprises:

receiving a command to execute an installer stored on the at least one data storage disc; and

executing the installer.

14. The method of claim 10, wherein installing comprises:

after input of the product key;

decrypting the product key; and

extracting information from the decrypted product key that identifies the first version.

15. The method of claim 10 further comprising:

providing at least one lookup table in a file on the at least one data storage disc, the look up table identifying each product key with one of the plurality of versions on the at least one data storage disc.

5   16. The method of claim 10, wherein installing comprises:

validating a digital signature contained in the product key; and

installing the first version only if the digital signature can be validated.

17. The method of claim 10, wherein installing comprises:

10       copying only the computer code necessary to install the first version from the at least one storage medium to the computer.

18. The method of claim 10, wherein installing comprises:

writing data to a registry maintained on the computer, the data specific to the first version.

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19. A method of distributing a plurality of software products to consumers comprising:

    storing, on a plurality of storage media, identical copies of computer code, each copy including computer code required to install and execute any of the plurality of software products including the first software product and wherein a common portion of the computer code is necessary to execute all of the plurality of software products after installation;

    providing consumers access to an installer that, upon receipt of entitlement information, will install the common portion of the computer code and a second portion of computer code associated only with that version of the software application identified by the entitlement information; and

    distributing at least one of the plurality of storage media to each consumer.

20. The method of claim 19 wherein providing comprises:

    providing consumers access to an installer by storing the installer on each of the plurality of storage media.

21. The method of claim 19 wherein each software product has distinct runtime behaviors and distinct installation characteristics.

22. The method of claim 19 further comprising:

    providing a first consumer with entitlement information associated with a first software product;

23. The method of claim 19 further comprising:

    packaging at least some of the storage media in packaging material having markings that indicate that the storage media in the packaging material contains only a first software product; and

    providing a different first product key with the packaging material of each of the at least some storage media, each first product key associated with the first software product indicated on the packaging.

24. The method of claim 19, wherein providing comprises:

providing access to the installer via a network connection, the installer stored on a remote server.

25.  The method of claim 21, wherein providing comprises:

   providing a lookup table that identifies each software product as a distinct set of installation and runtime behaviors and identifies each software product with entitlement information.

26.  The method of claim 25, wherein the lookup table identifies a distinct user interface to be displayed by each software product during runtime.

27.  The method of claim 25, wherein the lookup table identifies distinct end user license agreements that include the rights of the end user of each software product.

28.  The method of claim 25, wherein the lookup table identifies distinct installation procedures to be followed during installation of each software product.

29.  The method of claim 19, wherein the plurality of storage media are part of the consumers' computing devices and distributing comprises:

   transmitting identical copies of computer code necessary to install any of the plurality of software products to each consumer over a network for storage on the consumers' storage media.

30. A method of distributing a plurality of versions of a software application to consumers comprising:

 associating at least one distinct product key with each version of the software application;

 creating a plurality of storage media, each including identical copies of computer code,

  each copy including computer code required to install any of the plurality of versions of the software application including the first version and wherein a common portion of the computer code is necessary to install all of the plurality of versions;

 providing an installer that, upon receipt of the product key, will install the common

  portion of the computer code and a second portion of computer code associated only with that version of the software application associated with the product key; and

 distributing at least one of the plurality of storage media to each consumer.

31. The method of claim 30 wherein the storage media comprises a plurality of sets of one or more storage discs.

32. The method of claim 30 further comprising:

 providing a different product key to each consumer.

33. The method of claim 30 wherein each version of the software application has distinct runtime behaviors and distinct installation characteristics.

34. The method of claim 30 further comprising:

 providing a first consumer with a product key associated with a first version of the software application;

35. The method of claim 32 further comprising:

 packaging the storage media in packaging material having markings that indicate that the storage media in the packaging material contains only a first version of the software application; and

providing a different first product key with the packaging material of each storage medium, each first product key associated with the first version indicated on the packaging.

5    36.  The method of claim 30, wherein the providing operation further comprises:
storing the installer on the storage media with the computer code.

37.  The method of claim 33, wherein the providing operation further comprises:
providing a lookup table that identifies each version as a distinct set of installation and
10           runtime behaviors of the software application and identifies each version with its associated product key.

38.  The method of claim 37, wherein the lookup table identifies distinct text to be displayed by each version of the software application during runtime.

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39.  The method of claim 37, wherein the lookup table identifies distinct end user license agreements that dictate the rights of the end user of each version of the software application.

20    40.  The method of claim 37, wherein the lookup table identifies distinct installation procedures to be followed during installation of each version of the software application.

41.  The method of claim 30, wherein the plurality of storage media are already part of a consumers' computing devices and the distributing comprising:
25           transmitting identical copies of computer code necessary to install any of the plurality of versions of the software application including the first version to each consumer over a network for storage on the consumers' storage media.

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42. A computer-readable medium comprising:

computer code necessary to install any of a plurality of versions of a software application including at least a first portion of computer code that is necessary to install all of the plurality of versions of the software application and a plurality of second

5         portions, each second portion necessary to install a distinct one of the plurality of versions of the software application; and

an installer that, when executed by a computer, requests a product key and installs one of the versions of the software application based on the product key given in response to the request.

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43. The computer readable medium of claim 42 further comprising:

a file containing at least one lookup table that associates each version with one or more product keys.

15  44. The computer readable medium of claim 43, wherein the at least one lookup table identifies each version of the software application as a distinct set of behaviors of the software application.

45. The computer readable medium of claim 44, wherein the at least one lookup table comprises:

20         a SKU table that associates each product key with a brand in a branding table and a map in a mapping table;

the mapping table that associates each map with an end-user license agreement (EULA) identifier;

the branding table that associates each brand with distinct text to be used during

25         installation or runtime of the software product; and

a EULA table associating each EULA identifier with a EULA.

46. The computer readable medium of claim42 packaged with a product key associated with one of the plurality of versions of the software application.

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47. The computer readable medium of claim 42 packaged in packaging indicating that only a first version of the software application is contained on the computer readable medium.

48.  The computer readable medium of claim 47 wherein the packaging includes a product key specific to the first version of the software application.

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49. A computer program product readable by a computing system and encoding a computer program of instructions for executing a computer process for installing a first version of a software application on a computer, said computer process comprising:

5          receiving a command from a user to install software on the computer;

accessing at least one data storage disc having computer code necessary for installing a plurality of versions of the software application on the computer including the first version, the computer code including a primary portion that is used during the operation of each of the plurality of versions after installation on the computer and

10          a plurality of different version-specific portions, each version-specific portion associated with a different version of the software application and used during the operation of only its associated different version;

requesting a product key;

receiving the product key, the product key identifying the first version; and

15          installing the primary portion of computer code and only the version-specific portion of computer code associated with the first version.

50. The computer program product of claim 49, wherein the at least one data storage disc includes a plurality of data storage discs and wherein accessing further comprises:

20          accessing at least two of the plurality of data storage discs.

51. The computer program product of claim 49, wherein each version is distinct from the other versions and has distinct runtime behaviors, distinct installation behaviors, or both.

25 52. The computer program product of claim 49 wherein receiving comprises:

receiving a command to execute an installer stored on the at least one data storage disc; and

executing the installer.

30 53. The computer program product of claim 49, wherein installing comprises:

after input of the product key;

decrypting the product key; and

extracting information from the decrypted product key that identifies the first version.

54. The computer program product of claim 49 said computer process further comprising:

    providing at least one lookup table in a file on the at least one data storage disc, the look

        up table identifying each product key with one of the plurality of versions on the at

5         least one data storage disc.


55. The computer program product of claim 49, wherein installing comprises:

    validating a digital signature contained in the product key; and

    installing the first version only if the digital signature can be validated.

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56. The computer program product of claim 49, wherein installing comprises:

    copying only the computer code necessary to install the first version from the at least one

        storage medium to the computer.


15   57. The computer program product of claim 49, wherein installing comprises:

    writing data to a registry maintained on the computer, the data specific to the first version.

58. A method for installing a first version of a software application on a computer comprising:

    receiving a command from a user to install software on the computer;

    accessing at least one data storage disc having computer code necessary for installing a plurality of versions of the software application on the computer including the first version, the computer code including a primary portion that is used during the operation of each of the plurality of versions after installation on the computer and a SKU file containing encoded licenses and behavior information for the plurality of versions;

    requesting a product key;

    receiving the product key, the product key identifying a first version; and

    installing the primary portion of computer code and the SKU file.

59. The method of claim 58, wherein installing comprises:

    enabling behaviors for the first version of the software product based on the behavior information in the SKU file.

60. The method of claim 58, wherein installing comprises:

    decoding a first license for the first version of the software product from the SKU file to create a decoded license;

    copying the decoded license for the first version of the software product to a license store on the computer.

61. The method of claim 59, wherein enabling comprises:

    enabling installation behaviors for the first version of the software product based on the behavior information in the SKU file.

62. The method of claim 59, wherein enabling comprises:

    enabling branding text for the first version to be displayed during runtime, the branding text stored in the SKU file.

63. The method of claim 58, wherein the at least one data storage disc includes a plurality of data storage discs and wherein accessing further comprises:

    accessing at least two of the plurality of data storage discs.

64. The method of claim 58, wherein each version is distinct from the other versions and has distinct runtime behaviors or distinct installation behaviors, or both.

65. The method of claim 58, wherein receiving comprises:

receiving a command to execute an installer stored on the at least one data storage disc; and

executing the installer.

66. The method of claim 58, wherein installing comprises:

after input of the product key;

decrypting the product key; and

extracting information from the decrypted product key that identifies the first version.

67. The method of claim 58 further comprising:

providing at least one lookup table in the SKU file on the at least one data storage disc,

the look up table identifying each product key with one of the plurality of versions on the at least one data storage disc.

68. The method of claim 58, wherein installing comprises:

validating a digital signature contained in the product key; and

installing the first version only if the digital signature can be validated.

69. The method of claim 58, wherein installing comprises:

copying only the computer code from the SKU file necessary to install the first version from the at least one storage medium to the computer.

70. The method of claim 58, wherein installing comprises:

writing data from the SKU file to a registry maintained on the computer, the data specific to the first version.